

1263-9

MAIL TO:
Office of the Attorney General
Registry of Charitable Trusts
P.O. Box 803447
Sacramento, CA 94203-4470

COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

ANNUAL FINANCIAL REPORT FOR 2005

(California Government Code Section 12599)

Failure to file annual financial report by January 30th annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12598.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



STREET ADDRESS:
1300 I Street
Sacramento, CA 95814
Telephone: (916) 323-8079

WEB SITE ADDRESS:
<http://ag.ca.gov/charities/>

Name and Address of Commercial Fundraiser: Donor Services Group, LLC 11500 Olympic Blvd., Suite 540 Los Angeles CA 90064	# 1263	Name and Address of Charitable Organization: CT No. <u>68390</u> F.E.I.N. No. <u>52-1541501</u> Greenpeace, Inc. Name of charity 702 H Street, NW, #300 Address of charity Washington DC 20001 City, State, and ZIP code of charity
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Figures from (check one): National Campaign California Campaign

Telemarketing, Mail held (on) (from) 9/7/2005, 20 to 12/31/2005, 20
(Type of activity) (Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee Percentage Other
If other, provide brief explanation _____

1. REVENUE

- A. Cash contributions _____ A.
- B. Entertainment sales or admission charges _____ B.
- C. Sales from products _____ C.
- D. Advertisement sales _____ D.
- E. Membership fees _____ E.
- F. Other sources: (Specify) _____ F.
- a. _____ Fa.
- b. _____ Fb.
- c. _____ Fc.
- d. _____ Fd.
- G. TOTAL REVENUE 7,640.00 G.

2. EXPENSES

- A. Fees or commissions _____
- B. Salaries _____
- C. Payroll taxes _____
- D. Employee benefits _____
- E. Cost of merchandise for resale _____
- F. Cost of entertainment _____
- G. Postage _____ G.
- H. Advertising _____ H.
- I. Telephone _____
- J. Rental of equipment _____
- K. Facilities charge _____
- L. Permits _____
- M. Other expenses: (Specify) _____ Mb.
- a. _____ Mc.
- b. _____ Md.
- c. _____
- d. _____
- N. TOTAL EXPENSES _____

PLEASE SEE ATTACHED EXPLANATION

PLEASE SEE ATTACHED BREAKDOWN OF EXPENSES

7,640.00 N.

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**COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES
ANNUAL FINANCIAL REPORT FOR 20 09**

(California Government Code Section 12589)

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3.	Amount to charity (subtract line 2N from line 1G)	<u>0</u>	3.
4.	Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity)	<u>0</u>	4.
5.	Less fair market value of goods and/or services used for the event which were paid by sponsor(s)	<u>0</u>	5.
6.	Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)	<u>(17,640.00)</u>	6.

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

Yes No. If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization

(b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Signature of the preparer of this report (charity)

Signature of the preparer of this report (fundraiser)

Date

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Factor Direct Ltd
Campaign Expense Allocation

	\$	17,640.00
Printing	\$	409.61
Postage	\$	1,032.78
Telephone	\$	970.38
Payroll	\$	6,039.33
Employee benefits	\$	449.22
Rent	\$	963.53
Office manager	\$	2,090.88
Utilities	\$	220.14
Equipment	\$	213.17
Recruitment	\$	150.16
Computer Programming	\$	127.54
Office expenses	\$	3,972.59
P.S. Fee/Profit	\$	1,000.67
Total	\$	17,640.00



Gift Planning Direct

Gift Planning Direct Bequest Cultivation Program How Revenue Figures are Estimated

Gift Planning Direct's Bequest Cultivation Program is a carefully planned and integrated approach, designed to educate existing charitable donors about personal estate planning and cultivate their long-term support. The program has nine steps or "points of contact" that include personalized letters, very specific and easily understood educational materials, and conversations with specially trained telephone representatives. Each point of contact is meant to educate, as well as personalize, the relationship between donor and organization.

The goals of the program are as follows:

1. To inform charitable donors how important it is to have a Will or Living Trust (over 60% of the population does not have a Will) and then assist them in creating or improving their plan so that it accurately reflects their personal goals and wishes.
2. To help charities identify existing donors committed to, or interested in learning more about, including a gift to the institution in their estate plan.

Though it's impossible to know for sure how much value charities will realize from our efforts (in part, because we don't know when donors will die), the estimates included on the enclosed Revenue & Expense Report are based on the following:

- Repeated studies (Gallop, National Family Opinion Research Center, National Committee on Planned Giving and our initial test results indicate that each participating organization will receive between 35 and 200 bequest commitments from every 5,000 prospects they introduce into the Bequest Cultivation Program. (Results vary based on the length of time each donor has been contributing to the institution and the ages of the prospects introduced into the program). If the average bequest to each organization is based on the U.S. national average of \$21,000, the net present value from this program over the next ten year period should be between \$735,000 and \$4,200,000 per 5,000 prospects.
- In addition, approximately only one out of six individuals will inform an organization of an intended bequest gift. So, an additional \$3.5 - \$21 million in bequest revenue should occur from each segment of 5,000 prospects as a result of our efforts (if national research on the matter holds true).

Gift Planning Direct
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Suite 2350
Los Angeles, CA 90067
Telephone 310 229-9732
Facsimile 310 788-0114